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## CRAFT YOUR VENTURE STORY

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This worksheet will walk you through the steps of crafting and refining a compelling venture story. While you'll still need some elements of a more traditional venture "pitch", approaching this task from a storytelling perspective can make it richer and more compelling.

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### FILL OUT YOUR VENTURE STORY MADLIB

*Its elements are the building blocks of your story, which you can move around, dial up or down, etc. You may want to write these onto Post-Its or sheets of paper you can move around as you construct your story. Look at them and think about which ones can deliver on each of the Ingredients (right).*

1. *Empathy*
2. *Your Promise*
3. *Business Model*
4. *Evidence of Progress*
5. *Risks*
6. *Team & Capabilities*
7. *Call to Action*

### DO THE "BAR" TEST FOR THE MAIN ELEMENTS

*Grab a friend and tell them your story. Bars are friendly, social places. When you're talking with someone in a bar, you use direct language. You make sure what you're saying is entertaining and engaging. You don't quote tons of data, you don't use corporate jargon, and graphics are simple and to the point.*

### CREATE YOUR FIRST DRAFT

*Now that you've practiced your venture story a few times and received feedback, take a first pass at making it.*

### PRACTICE WITH PEERS

*(and get feedback using the [VENTURE STORY CRITIQUE WORKSHEET](#)). Have longer, more focused conversations with peers. Grab someone who's unfamiliar with your venture and practice. Ask them: what was the main point of my story? What were the 1 or 2 takeaways?*

### REFINE WITH DIFFERENT AUDIENCES

*Now it's time to adapt for different audiences and goals. Think about what words you use, what form they show up in (presentation, video, etc.) and what action you want people to take after hearing it.*

### PRACTICE AGAIN!